#### Composition of Zipcode 28715

Category	Zip Code
2010 Population	23,600
2010 Households	9,718
2010 Group Quarters	258

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHlds	
Home Personal Computer-HH Own	7,889	81%	
HH Uses Computer For Internet/E-mail	6,226	64%	
McDonald's	5,714	59%	
Non-Presc-For Regular Headaches	5,239	54%	
Reading Books	5,125	53%	
Watching Diet (Health/Weight)-Presently	5,118	53%	
Controlling Diet			
Heartburn/Indigestion Aids/Anti-Nausea-Use	4,905	50%	

# Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the BCNC Missional Resources web page.

# Getting Involved

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.org).

number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of

The Communities Summary identifies the top three types of communities in the zip code, the

households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households in the county.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Candler, NC

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 28715 Community Types

Inside		the second
Community Types	1	
Lifestyle Segments	2	
Spiritual Indicators	2	-
Religious Indicators	3	
Zip Composition	4	ŀ
Cultural Bridges	4	F
Notes	4	

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 3.015 Percent: 31.02%

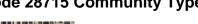


Households: 2,613 Percent: 26.89%



Households: 1.946 Percent: 20.02%





## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

#### **Country Communities**

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

#### Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



# Top Lifestyle Segments in Zipcode 28715



Households: 2,953 Percent: 30.39%

Households: 1,996

Percent: 20.54%



## Rural Southern Living

Steadfast Conservatives

#### (59% Unreached)

(69% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

A guietly aging cluster. Steadfast Conservatives is home to mature singles and

couples living in midscale urban neighborhoods. Households tend to be white,

high school-educated and middle class. Many have begun to empty-nest or

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

are already filled with couples and singles aged 65 years or older. The

#### Prime Middle America

#### (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

### Urban Commuter Families

### (67% Unreached)

(64% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.



Households: 717 Percent: 7.38%



Households: 616 Percent: 6.34%



### Successful Suburbia

#### (75% Unreached)

The households in Successful Suburbia are located primarily in East Coast towns on the metro fringe. Predominantly white and college educated, these middle-aged couples and families have settled in upscale homes built around 1985. These homeowners earn relatively high incomes from a combination of management and professional jobs in health care, retail and manufacturing. This cluster is a haven for married couples with children.

Households: 860 Percent: 8.85%

# Family Convenience

#### ence

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.



Households: 463 Percent: 4.76%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	6,395	65.81%
Religious but NOT Evangelical	1,437	14.79%
Spiritual but NOT Evangelical	1,091	11.23%
Non-Evangelical but NOT Interested	3,867	39.79%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	1,458	15.01%
Inactive Evangelical HHlds	1,865	19.19%